

January 30, 2020

Dear Sirs/Madams,

I am writing regarding the proposed postal rate increases, which could impact nonprofit mailing rates to the tune of 40% over the next five years. As someone who works with multiple national nonprofit mailers and provides fundraising strategy services, this increase would have an incredibly detrimental impact on the industry's ability to mail their donors and acquire new ones, and would certainly lead to cutbacks in mailing quantity—which would mean less revenue for USPS.

A recent organization I worked with spent over \$1.2 million annual on postage—which was approximately 50% of their entire budget for campaign costs (including production, strategy, data analysis, creative services, etc.). A 40% increase in that cost over five years, means this nationally recognized nonprofit would have to find an **additional \$480,000** a year just to pay for postage and to continue to mail at the same rate it currently does. As you can imagine, given direct mail audiences today, no organization can reasonably expect to grow 40% over five years, which would mean cutbacks if not stopping direct mail entirely, as the increased costs could not justify the investment.

While I understand that USPS has budgeting needs of its own and is struggling to balance obligations vs. declining mail volume and revenue, this balancing process should not be done on the backs of nonprofits—organizations that work every day to improve the lives of Americans, and improve the lot of humanity and this planet worldwide. I strongly urge you to reconsider the proposed changes as they apply to nonprofits specifically.

I thank you for your time and consideration.

Miriam Magnuson

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